



2008 Packerland Ride Saturday, June 7

Sponsor Benefits Muscular Dystrophy Association

Major Event Sponsors

	Leader of the Pack \$5000	Road Captain \$2500	Cruiser \$1000	Easy Rider \$500
<i>Sponsor Benefits</i>				
• Event flag with company logo on a lead motorcycle in the bike parade	Included	---	---	---
• Company logo to appear on the television public service announcement ¹	Included	Included	---	---
• Signage at one checkpoint along the route	Included	Included	Included	---
• Company logo on event T-Shirt ¹	Included	Included	Included	Included
• Company logo placed on event poster ¹	Included	Included	Included	Included
• Full page color advertisement in the Ride Event Guide ¹	Included	Included	Included	Included

Advertising Sponsors

Contribute to the Muscular Dystrophy Association and promote your business by sponsoring an advertisement in the Ride Event Guide. The Ride Event Guide will be distributed to over 1000 riders before and during the event as well at the host city stop. Advertising sponsors can choose either full color or black and white placements. Use the following rate chart to choose your sponsorship level. Advertising deadline is April 15.

<i>Advertising Choices</i>	Cover Page (Back or Inside)	Full Page 8" High by 3" Wide	Half Page 4" High by 3" Wide	Quarter Page 2" High by 3" Wide
4-Color Advertisement	\$1000	\$500	\$250	\$125
Black and White Advertisement		\$200	\$100	\$50

All advertisements should be emailed in EPS, TIFF, JPG, or AI (v10) format to JLanger@new.rr.com.

Sponsors are encouraged to contribute items to the ride auction and raffle.
All sponsors receive an invitation to an awards presentation immediately preceding the ride.

(1) Please Note: Inclusion in the television public service announcement, logo on the event T-shirt, logo placed on the event poster, and the Ride Event Guide are dependent on the date of the sponsorship response. Poster deadline is **February 15**. Event t-shirt deadline is **March 28**. Advertising deadline for the Ride Event Guide is **April 15**.

Muscular Dystrophy Association 2008 Packerland Ride Sponsorship Form

Major Event Sponsors

Leader of the Pack \$5000
 Road Captain \$2500
 Cruiser \$1000
 Easy Rider \$500

Advertising Sponsor

Color

Full Page Cover \$1000
 Full Page \$500
 Half Page \$250
 Quarter Page \$125

Black & White

Full Page \$200
 Half Page \$100
 Quarter Page \$50

What your pledge dollars buy...

\$25 Flu Shot
\$85 One minute of research
\$100 One support group session
\$150 One physical, occupational or respiratory therapy consultation
\$200 Professional fees related to initial diagnostic work-up at an MDA clinic
\$500 Assists one person for one year with the repair of a wheelchair or leg braces
\$800 Sends one child to MDA summer camp
\$2,000 Assists one person with the purchase of a wheelchair, leg braces or communication device

Your Name

Company Name

Address

City

State

Zip

Telephone Number

Fax Number

Method of Payment:

- VISA
- MasterCard
- Check Enclosed
- Bill Me

Credit Card No.

Expiration Date

Cardholder Name

Signature

Mail to:

2008 Packerland Ride
 Muscular Dystrophy Association
 2670 S. Ashland Ave., Suite 203
 Green Bay, WI 54304
 920-490-0478